Analysis of Ningxia's Tourism Culture and Ethnic Exchange, Communication and Integration

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Ningxia is an ethnic gathering area boasting abundant tourism and cultural resources. Developing the cause of tourism and culture is an important way to encourage all ethnic groups to respect differences, embrace diversity, and demonstrate their interactions, exchanges, and integration in tourism activities. As an important preserve of the distinctive cultures of the Chinese nation and a prominent world tourist destination, Ningxia should strive to foster and consolidate the sense of a community with a shared future for the Chinese nation in developing its tourism and culture under the new historical conditions. It is imperative to advance the prosperity and development of tourism and culture in boosting ethnic interactions, exchanges, and integration through the formulation of tourism and cultural policies and plans, as well as the development and design of tourism and cultural projects.

Keywords: Ningxia, tourism culture, exchange, communication and integration

The exchange, communication and integration among all ethnic groups is an important trend in the development of China's ethnic relations in the new era. Through the exchange, communication and integration among all ethnic groups, we can promote all ethnic groups to embrace each other tightly like pomegranate seeds, work together in unity and strive for common prosperity and development. Ningxia is an ethnic region with rich tourism resources and inherent endowments for the development of tourism culture. With the rapid economic development, an upsurge in tourism culture has been rising continuously in Ningxia, and people of different ethnic groups have gathered in Ningxia, bringing opportunities for the development of Ningxia's tourism culture and providing an important platform for the exchange, communication and integration among all ethnic groups.

Tourism Culture and Ethnic Exchange, Communication and Integration

Tourism culture is a special cultural form that takes the intrinsic value factors of general culture as its basis, relies on various tourism elements, and functions in the process of tourism life. It is a combination of spiritual and material civilization created by humans in the course of traveling. During their travels, tourists experience ethnic customs, understand ethnic cultures, communicate and connect emotionally, and achieve physical and mental pleasure through activities such as traveling, accommodation, catering, sightseeing, entertainment, and shopping, ultimately fulfilling their true goal of pursuing cultural experiences. There is an inherent logic of cross-cultural communication and exchange between tourism culture and the exchange, communication and integration among all ethnic groups. Cross-cultural communication is defined as "the process of communication carried out by people with different cultural backgrounds", which is the collision and integration of two cultures, the

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experience of unfamiliar cultures by people, and the rediscovery and understanding of their own cultures. Modern tourism is a special form of cross-cultural communication, with multiple attributes such as pleasure, communicativeness, nationality, extensiveness, and cross-culturalism, and it has become an important form to promote the exchange, communication, and integration among all ethnic groups. In the context of globalization, cultural exchanges in various ethnic regions have become increasingly frequent, penetrating more and more into fields such as politics, economy, science and technology, tourism and sports, and playing a very important role. Tourism has had a positive impact on ethnic cultural exchanges. On the one hand, the values of ethnic minorities such as hospitality, loyalty, simplicity, and emphasis on righteousness over interests, as well as their honest and simple folk customs, have attracted and influenced tourists; on the other hand, on the basis of respecting differences and tolerating diversity, through understanding others, recognizing oneself, appreciating each other and learning from each other, it has strengthened the identification with the overall social values and concepts, helped to enhance the understanding and comprehension of socialist core values, cultivated and consolidated the consciousness of the Chinese nation community, and built a common spiritual home for all ethnic groups.

Tourism Builds a Platform for Ethnic Exchange, Communication and Integration in Ningxia

The Improvement of Tourism Facilities Lays the Foundation for Ethnic Exchange, Communication and Integration

The development of tourism is restricted and influenced by relevant sectors such as transportation, catering and accommodation, and travel agencies. Since the 18th National Congress of the Communist Party of China, with strong support and assistance from the state, Ningxia's modern transportation industry has developed rapidly, with dense highway, railway, and airport networks, gradually building a modern transportation system, which provides conditions for tourists to enter Ningxia and carry out tourism activities in Ningxia. Transportation, catering and accommodation, and travel agencies together constitute the three pillar industries for the development of modern tourism, providing a foundation for carrying out mass tourism activities. The economies of scale in tourism have initially taken shape, laying a solid foundation for comprehensively promoting the construction of an important world tourist destination. In recent years, the state has accelerated the improvement of investment in Ningxia's tourism infrastructure. Especially since the implementation of the rural revitalization strategy, the state has invested a large amount of funds through transfer payments in the construction of 31 sub-projects in six categories, including tourism infrastructure, rural tourism, ecotourism, cultural tourism, self-driving camp construction, and tourism informatization construction. The improvement and development of infrastructure have provided basic material conditions for the development of tourism and smoothed the communication links between tourists of all ethnic groups and Ningxia's tourist destinations.

The Diversity of Tourism and Cultural Resources Reflects the Advantages and Characteristics of Multiple Ethnic Groups

The tourism and cultural resources in Ningxia have the characteristics and advantages of multiple ethnic groups. Ningxia is home to more than 50 ethnic groups with the Hui people as the main body, and each ethnic group has a colorful culture. When traveling in Ningxia, tourists can taste the food of multiple ethnic groups, including hand-grasped mutton, Gaiwan tea and fried food of the Hui people, characteristic food of the Han people, as well as big plate chicken and roasted mutton from Xinjiang. In terms of accommodation, tourists can

choose hotels with ethnic styles or convenient homestays. When visiting the humanistic and historical landscapes in Ningxia, tourists can not only experience the religious art of Islam, Buddhism, Taoism, and other religions, but also feel different ethnic cultures from buildings such as Guandi Temple, Lhasa Grand Mosque, and Catholic Church. Even the dwellings and mosque buildings of the Hui people integrate the architectural craftsmanship and culture of the Han and other ethnic groups. In terms of costume culture, although the costume culture of the Hui people generally retains its own traditional style, it has also been influenced by the costume cultures of the Han, Manchu, Mongolian, and other ethnic groups in history.

The Formulation of Tourism Policies and Plans Takes Into Account Ethnic Unity and Exchange

Ningxia attaches great importance to the development of tourism culture and the formulation of tourism policies and plans. In recent years, it has successively formulated and issued a series of plans, including the "14th Five-Year Plan for Tourism Development of Ningxia Hui Autonomous Region", the "14th Five-Year Plan for Tourism Poverty Alleviation of the Region", the "Medium and Long-Term Plan for Ningxia to Build an Important World Tourist Destination", the "Master Plan for the Development of Yinchuan as an International Tourist City", and the "Master Plan for the Development of Ningxia World Ecotourism Area". In the formulation of these plans, consideration is given to ensuring that the development of tourism culture safeguards ethnic unity and promotes the exchange, communication, and integration among all ethnic groups. The "Regulations on Tourism of Ningxia Hui Autonomous Region" clearly stipulates that tourism operators and their employees shall not "hurt ethnic feelings, damage ethnic unity, or endanger social morality; infringe upon ethnic customs or damage ethnic cultural traditions". It also stipulates that "tour guides and full-time commentators shall respect history and facts and safeguard national unity and territorial integrity when providing commentary services".

Policy Measures for Ningxia's Tourism Industry to Promote Ethnic Exchange, Communication and Integration

Vigorously Promote the Regional Integration and Association of Ningxia's Tourism Culture

In accordance with the requirements of building a world tourist destination and an important protection area for China's ethnic characteristic cultures, Ningxia has taken the initiative to integrate into national strategies and formulated high-standard regional development plans, including the "Medium and Long-Term Plan for Ningxia to Build an Important World Tourist Destination", the "Plan for the Construction of Yinchuan as an International Tourist City", and the "Plan for the Construction of Ningxia as a Major Ecotourism Region". In recent years, Ningxia has collaborated closely with Gansu and Shaanxi Provinces to jointly build a northwest grand tourism and cultural circle, striving to develop mausoleum culture, ancient city culture, ecological culture, geological culture, ethnic culture, and the Yellow River culture into world-famous tourism brands. Ningxia will also rely on high-grade highways, railways, aviation, and other transportation networks to expand cooperation with surrounding areas, open special tourism routes, integrate tourism and cultural resources, and build the "Ancient Tea Horse Road" ecotourism and cultural corridor and the Yellow River cultural tourism circle.

Promote the Construction of Ningxia's Tourism Cultural Brands

With the continuous improvement of Ningxia's tourism infrastructure, the pace of building Ningxia's tourism brands has been accelerated. In the process of development and construction, Ningxia has integrated natural customs, historical culture, and ethnic culture, focusing on highlighting regional characteristics, such as the Yellow River culture in the "Yellow River Basin", the red culture of Helan Mountain, the Western Xia culture

in Wuzhong City, the Hui culture in Yinchuan City, the desert culture in Zhongning County, and the geological culture in Guyuan City. Each city and prefecture has built tourism brands based on its own advantages, forming annual tourism and cultural brands such as the Ningxia Liupan Mountain Flower Festival, the China Western Folk Song (Hua'er) Festival, the Ningxia Starry Sky Tourism Conference, the Ningxia Ice and Snow Carnival, as well as the Hui people's Eid al-Fitr, Eid al-Adha and Mawlid al-Nabi. Relying on its existing tourism and cultural resources, Ningxia has strived to build the "Jiangnan Beyond the Great Wall" (Saishang Jiangnan) tourism brand, continuously enhancing the influence of tourism brands, the attractiveness of tourism products, and the price competitiveness of tourism. During the "14th Five-Year Plan" period, Ningxia will also build four high-quality tourism loops (east, west, south, and north) with Yinchuan as the distribution center, relying on railways and highways, and construct tourism and cultural resource-gathering circles including the desert ecological and cultural tourism circle, the Yellow River cultural tourism circle, the ecological migration cultural tourism circle, the Liupan Mountain ecological and cultural tourism circle, and the Western Xia cultural tourism circle.

Actively Develop Ningxia's Creative Tourism Culture

Ningxia has actively promoted the innovative and integrated development of tourism, advanced the in-depth integration of tourism and culture, and built an all-time, all-region, and all-industry tourism pattern. It has combined historical culture with modern stage plays to create large-scale real-scene dramas such as "Red Banners Fluttering on Liupan Mountain" and "Populus Euphratica Forest". To break through the seasonal limitations of Ningxia's tourism, it has introduced preferential policies covering tourist attractions, star-rated hotels, transportation, and other aspects, and launched the "Winter Tourism in Ningxia" activity. Ningxia has implemented the "Tourism +" strategy to promote the integrated development of Ningxia's tourism with education, culture, sports, agriculture, and animal husbandry and other fields, expanding new areas for tourism development. During the "14th Five-Year Plan" period, Ningxia will focus on building the China Hui Cultural Tourism Park in Yinchuan City, the Film and Television City, the Helan Mountain Outdoor Experience Base, and the Desert Ecological Tourism Development Zone, promote the construction of "Internet + Tourist Destination", and build a number of smart tourism cities.

Paths for Ningxia's Tourism Culture to Promote Ethnic Exchange, Communication and Integration

Highlight the Consciousness of the Chinese Nation Community in Tourism Promotion and Integrate It Into Tourism and Cultural Activities

In recent years, Ningxia has attached great importance to the promotion and development of tourism culture and built a unique tourism culture with red culture as the mainstream. However, from the perspective of cultural construction and long-term development, the tourism cultural characteristics formed in the early stage overemphasized uniqueness, taking red culture and the Third Front Construction culture as the representative cultures of Ningxia, while ignoring the importance of Hui culture in Ningxia's tourism culture. To enable tourism culture to better play its role in cultural publicity, when formulating Ningxia's tourism promotion strategies, we should first consider that Ningxia's culture is an important part of Chinese culture and that the Hui people are an important member of the Chinese nation. We should take the consciousness of the Chinese nation community as the ideological foundation, enhance the correct understanding and cognition of Ningxia's history, gather people's

hearts through culture, strengthen its own cultural cohesion, and enable tourists to understand Ningxia's history objectively and fairly and truly recognize Ningxia.

Build Ethnic Cultural Theme Parks to Concentrate on Displaying the Excellent Traditional Cultures of All Ethnic Groups

Ethnic culture theme parks integrate the display of intangible cultural heritage, folk performances, cultural and creative products, and regional experience zones, enriching the content of tourism activities through a variety of expressive forms. Compared with ordinary tourist scenic spots, ethnic culture theme parks feature unique design, cultural superiority, scientific and technological innovation, and other distinctive attributes. The promotion of outstanding ethnic cultures by such parks helps strengthen the ethnic identity of people of all ethnic groups. In building ethnic culture theme parks, Ningxia must firmly adhere to the fundamental principle of safeguarding national unity and enhancing ethnic solidarity, and integrate the ethnic, cultural, and regional characteristics of the selected locations. In terms of specific implementation, cultural themes can be made into short videos and displayed via high-tech dome theaters or VR devices; the development process of intangible cultural heritage can be presented through miniatures or live performances by actors; and folk culture performances can showcase customs such as wedding rituals, dietary traditions, and festival practices. In content conception, it is imperative to pursue innovation and development, promote the fine traditional ethnic cultures, and take core socialist values as the guide to build distinctive ethnic culture theme parks, thus better reflecting the social value of outstanding ethnic cultures.

Develop Red Tourism to Cultivate the Patriotic Feelings of People of All Ethnic Groups

Red tourism culture is the embodiment of the Chinese revolutionary spirit. Developing red tourism carries important practical significance and far-reaching historical significance for strengthening education in revolutionary traditions, enhancing the patriotic feelings of the whole nation, especially young people, promoting and nurturing the national spirit, and driving the coordinated economic and social development of old revolutionary base areas. In developing red tourism culture, Ningxia takes carrying forward the "Liupan Mountain Spirit" and the "Helan Mountain Spirit" as its central theme, integrates richness with knowledge and innovation in red tourism, intensifies the publicity of red tourism scenic spots, and elevates the influence of red tourism culture. High-tech film viewing technologies can be applied in red tourism to create scenes depicting the Red Army living and working side by side with people of all ethnic groups in Ningxia, as well as the efforts of people of all ethnic groups in Ningxia to harness the desert, develop the Helan Mountains, and build railways. These immersive scenes allow tourists to experience the moment firsthand, helping them understand the fearless dedication of revolutionary martyrs in harsh conditions.

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